

Message Text

LIMITED OFFICIAL USE

PAGE 01 JOHANN 00738 271541Z

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ACTION AF-06

INFO OCT-01 ISO-00 EB-07 COME-00 CIAE-00 INR-07 NSAE-00

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P 270920Z MAY 75

FM AMCONSUL JOHANNESBURG
TO AMEMBASSY GABORONE PRIORITY
INFO AMEMBASSY PRETORIA
AMCONSUL CAPE TOWN
SECSTATE WASHDC 3915

LIMITED OFFICIAL USE JOHANNESBURG 738

GABORONE FOR AMBASSADOR BOLEN

CAPE TOWN ALSO FOR EMBASSY

E.O. 11652: N/A
TAGS: BTIO, BC
SUBJECT: SOFT DRINK CONCESSION - BOTSWANA

1. REGIONAL MANAGER FOR PEPSI-COLA, SAM DESCH, WILL BE PHONING
YOU OR DCM SOMETIME TODAY FROM NAIROBI. DESCH IS WELL AND FAVORABLY
KNOWN TO CONSULATE AND TO ME PERSONALLY.

2. IN NEGOTIATIONS WITH GERMAN BREWERY, WHICH BEING ESTABLISHED
BOTSWANA, FOR SOFT DRINK CONCESSION, PEPSI APPARENTLY WON OUT
OVER COCA COLA (ACCORDING DESCH). HOWEVER, PEPSI HAS HEARD THAT
COKE ASKED DEPT OF STATE TO USE ITS GOOD OFFICES AND APPROACH
GOB DIRECTLY ON COKE'S BEHALF. PEPSI FEARS THIS MAY CAUSE THEM
TO LOSE OUT.

GUTHRIE

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Message Attributes

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Disposition Authority: KelleyW0
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